

J · E · SITTERLEY & SONS, INC.

423 EAST 54TH STREET

NEW YORK 22

Publishers of WORLD'S BUSINESS
and *GUIA*

August 20, 1952

STAT

[REDACTED]
Assistant to the Director
Central Intelligence Agency
Washington 25, D. C.

STAT

Dear [REDACTED]:

Thank you for yours of the 29th of July. I appreciate the security assurances that you have thoughtfully offered. They do not, however, alter the situation described in my letter of July 16th to General Smith.

STAT

I am grateful too for the expression of cooperation contained in your letter to me. Whenever I have a matter to discuss with you, [REDACTED] I most certainly will take advantage of your kind invitation to do so.

On the other hand, it is extremely difficult for me to understand the determination of your agency to have me meet with those to whom I have nothing to say at this time.

The original question, now three months old, is still before us - do I see the Director or don't I.

Sincerely yours,


President

EFS:M

BUYING STRUCTURE OF THE EXPORT MARKET "FOR" U. S. DURABLE, HEAVY AND CAPITAL GOODS

More than 100,000 business units overseas buy durable, heavy and capital goods from United States industry each year... but — 30,000 units buy 80% of the volume. To sell this top 30,000 abroad, you must reach the men who have the power to specify, buy and obtain the dollar exchange. Selling must be done at the "action level" — **management**

U. S. EXPORTS*

MACHINERY

1. INDUSTRIAL
2. ELECTRICAL
3. ROAD BUILDING
4. EXCAVATING
5. AGRICULTURAL
6. MATERIALS HANDLING
7. MINING

TRANSPORTATION EQUIPMENT

8. AUTOMOTIVE
9. MARINE
10. AVIATION
11. RAILROAD

OTHER EQUIPMENT

12. AIR CONDITIONING
13. COMMUNICATIONS
14. SANITATION
15. LUBRICATION
16. TRANSMISSION
17. PLUMBING-HEATING
18. ELECTRONIC

CONSUMER DURABLES

19. ELECTRICAL GOODS
20. APPLIANCES
21. HARDWARE
22. TOOLS
23. RADIO
24. CARS-TRUCKS
25. AGRICULTURAL IMPLEMENTS

MATERIALS

26. CHEMICAL
27. PLASTIC
28. BUILDING SUPPLIES
29. PAINTS-VARNISHES
30. METAL

*NOTE: This is a partial, but representative, list. It illustrates the many types of durable, heavy and capital goods for which management overseas has the ultimate buying authority. The corresponding red numbers indicate overlapping buying functions.

U. S. EXPORTS FLOW

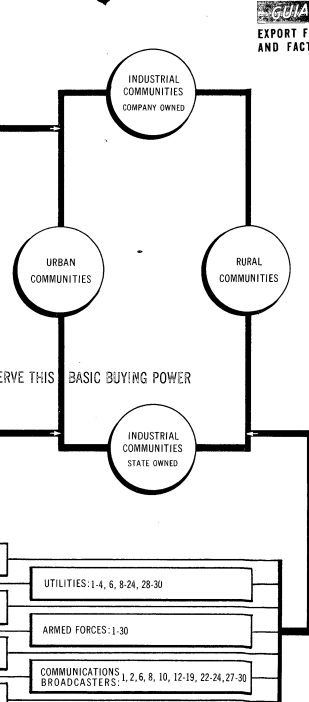
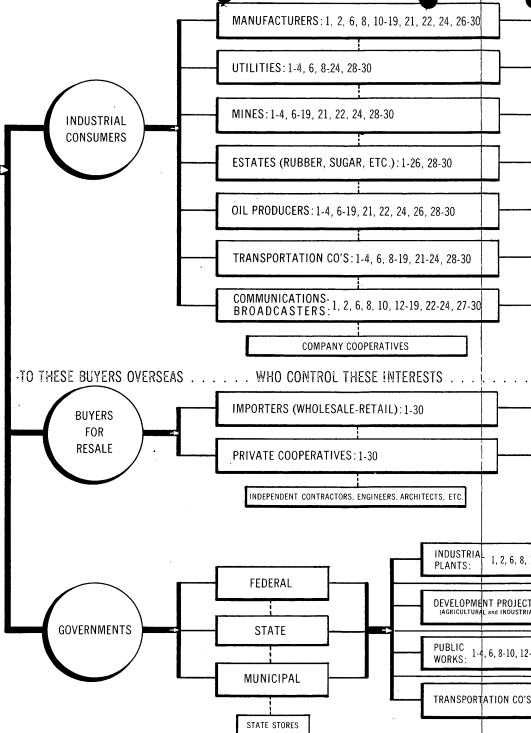
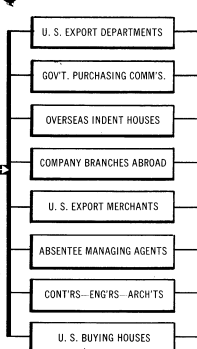
ABROAD THROUGH THESE CONFIRMING CHANNELS

TO THESE BUYERS OVERSEAS

WHO CONTROL THESE INTERESTS

WHICH SERVE THIS

BASIC BUYING POWER



These buying units abroad are run by management groups who make the ultimate buying decisions and obtain the dollar exchange for the products of U. S. industry they purchase.